

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *celebrity endorser* dan *word of mouth* terhadap brand image pada produk ponds serta pengaruh brand image, *celebrity endorser*, dan *word of mouth* terhadap *purchase intention* melalui *brand image* pada produk ponds.

Jenis penelitian ini termasuk penelitian eksplanatori yang bertujuan untuk menganalisis hubungan antar variabel melalui uji hipotesis. Populasi dalam penelitian ini adalah konsumen pengguna produk ponds di Galaxy Mall Surabaya. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling* sehingga diperoleh sampel sejumlah 100 responden dari konsumen pengguna produk ponds di Galaxy Mall Surabaya. Sedangkan teknik analisis yang digunakan dalam penelitian yaitu Analisis Partial Square (PLS).

Bedasarkan hasil uji hipotesis dan pembahasan dalam penelitian ini menunjukkan bahwa : 1) *celebrity endorser* berpengaruh signifikan terhadap *brand image* pada produk ponds, 2) *word of mouth* berpengaruh signifikan terhadap *brand image* pada produk ponds, 3) brand image berpengaruh signifikan terhadap *purchase intention* pada produk ponds, dan 4) *celebrity endorser* berpengaruh signifikan terhadap *purchase intention*, 5) *word of mouth* berpengaruh signifikan terhadap *purchase intention* pada produk ponds.

**Kata Kunci:** *celebrity endorser, word of mouth, brand image, purchase intention.*

## **ABSTRACT**

*This research aimed to find out and analyze the effect of celebrity endorser and word of mouth on the brand image of ponds product. Besides, it aimed to find out analyze the effect of brand image, celebrity endorser and word of mouth on purchase intention of ponds product.*

*The research was explanatory which aimed to analyze the relationship between variables through hypotesis test. While, the population was some consumers of ponds product ata Galaxy Mall Surabaya. Moreover, tehe data collection technique used non-probability sampling with purposive sampling as its sampling technique. In line with, there were 100 respondents of Ponds products consumers at Galaxy Mall Surabaya. Furthermore, the data analiyze technique used Partial Square.*

*Based on he research result, from hypotesis test, it concluded as follows: 1) Celebrity endorser had significant effect on the brand image of Ponds product; 2) word of mouth had significant effect on the brand image if ponds product; 3)Brand image had significant effect on purcahse intention of ponds product; 4) Clebrity endorser had significant effect on purchae intention of ponds product; and 50 word of mouth had ssignificant effect on purchase intention of ponds product.*

